

Macworld

For immediate release

IDG's *Macworld* Wins 2006 Maggie Award for Editorial Excellence

Award-winning publication receives Best Computer Magazine in the Consumer category and Best Special Theme Issue in the Consumer category.

SAN FRANCISCO, CA — April 25, 2006 — IDG's *Macworld*, the premier Macintosh magazine, was named the best computer magazine in the consumer category by the Western Publications Association at their 55th annual Maggie Awards banquet. The prestigious award honoring excellence in print publishing was accepted by *Macworld*'s Editorial Director, Jason Snell.

"It's tremendously gratifying to be recognized by the WPA's Maggie Awards," Snell said. "These awards, along with our recent Folio Award, show what a great job the *Macworld* editorial staff is doing these days, both in print and online."

For the cover story of our winning June issue of *Macworld*, "Time- Saving Tips" (<http://www.macworld.com/2005/04/features/tipshome/index.php>), we asked some of the savviest Mac experts and users we know to tell us how they use their Macs to make the most of their time. They replied with tips for better Web browsing, smarter mailbox management, and more productive project-management. Elsewhere in that issue, we took an exclusive first look at the Adobe Creative Suite 2. Our "Secrets" section included how-to guides to starting a podcast, fixing out-of-focus photographs with iPhoto, and troubleshooting misbehaving Macs. And in reviews, we looked at the latest generation of iPods and rounded up our favorite printers, monitors, and digital cameras.

In addition to the best computer consumer magazine, *Macworld*'s "Total Tiger" special edition was presented with the best special theme issue in the consumer category. The widely popular issue provided Mac users with essential hints, tips and tricks for a smooth transition to Tiger, including a 24-page ultimate guide to its 200 new features.

"Our Total Tiger special issue gave our readers everything they needed to know about Apple's new operating system," Snell said. "It was created on a tight deadline by an incredibly small group of people, including Senior Editor Kelly Turner and Art Director Rob Schultz. This award is a wonderful recognition of the great work they did, as well as the fantastic expertise of all the Mac experts who write regularly for *Macworld*."

More information about the upcoming *Macworld* features, including a snap shot of the *Macworld* staff of Macintosh experts, can be found at:

www.macworld.com/downloads/macworld_print_kit.pdf.

About Mac Publishing, LLC

Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month *Macworld* magazine, winner of the Folio 2005 Gold Eddie for best consumer technology/computing magazine, reaches 1.2 million Macintosh professionals and enthusiasts while the Mac Publishing Web presence garners an average of over 3.5 million unique visitors. The Mac Publishing sites include: Macworld.com, PlaylistMag.com, MacOSXHints.com, MacworldProductFinder.com, MacUser.com and JavaWorld.com.

Headquartered in San Francisco, Mac Publishing, LLC is a subsidiary of International Data Group (IDG), the world's leading technology media, research, and event company.

More information on Mac Publishing, LLC can be found on the Internet at www.macworld.com.

About International Data Group (IDG)

International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO*, *CSO*, *Computerworld*, *GamePro*, *InfoWorld*, *Macworld*, *Network World*, and *PC World*. IDG's online network includes more than 400 Web sites spanning business technology, consumer technology, digital entertainment, and gaming worldwide. IDG is a leading producer of more than 170 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. Over 850 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. Additional information about IDG, a privately-held company, is available at <http://www.idg.com>.

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